



14-17 OCTOBER 2010
www.jciluxembourgacademy2010.com



The Academy

Public speaking and Debating Academy

Luxembourg, 14-17 October 2010

Objectives

improve argumentation and communication skills

promote evidence-based social, economic and political action

3 days of training and networking

with the best trainers in reasoning, debate and public speaking
hands-on approach, tutoring and competition for 40 trainees

Opening and closing with public events

renowned speakers set the example and increase media impact (TV)
in the end, trainees compete in front of a distinguished audience

In an international setting

trainers, trainees and guests from across Europe
global promotion and broadcast

Around a relevant case-study

topic: integration and citizenship
conclusions and forecasts discussed in a workshop with public authorities

Keynote speakers

Pacheco Pereira

former vice-president of the European Parliament
politician, historian
TV debater and commentator

Mario Hirsch

former member of the Luxemburgish PM cabinet
professor at the Columbia, Freie Universität Berlin and Laval, Québec Universities
director of the Institut Pierre-Werner Institute

Participants

Marie-Josée Jacobs, Minister for Family and Integration

Rosário Farmhouse, Portuguese High-Commissioner for Integration

Trainers

Graham Hanlon

politician, lawyer, world debate champion, 2008 JCI world president

Filipe Carrera

public speaking specialist, university teacher, JCI outstanding trainer

Scott Johnston

speaking and negotiation expert, European debating champion, debating trainer

Stephan Magnus

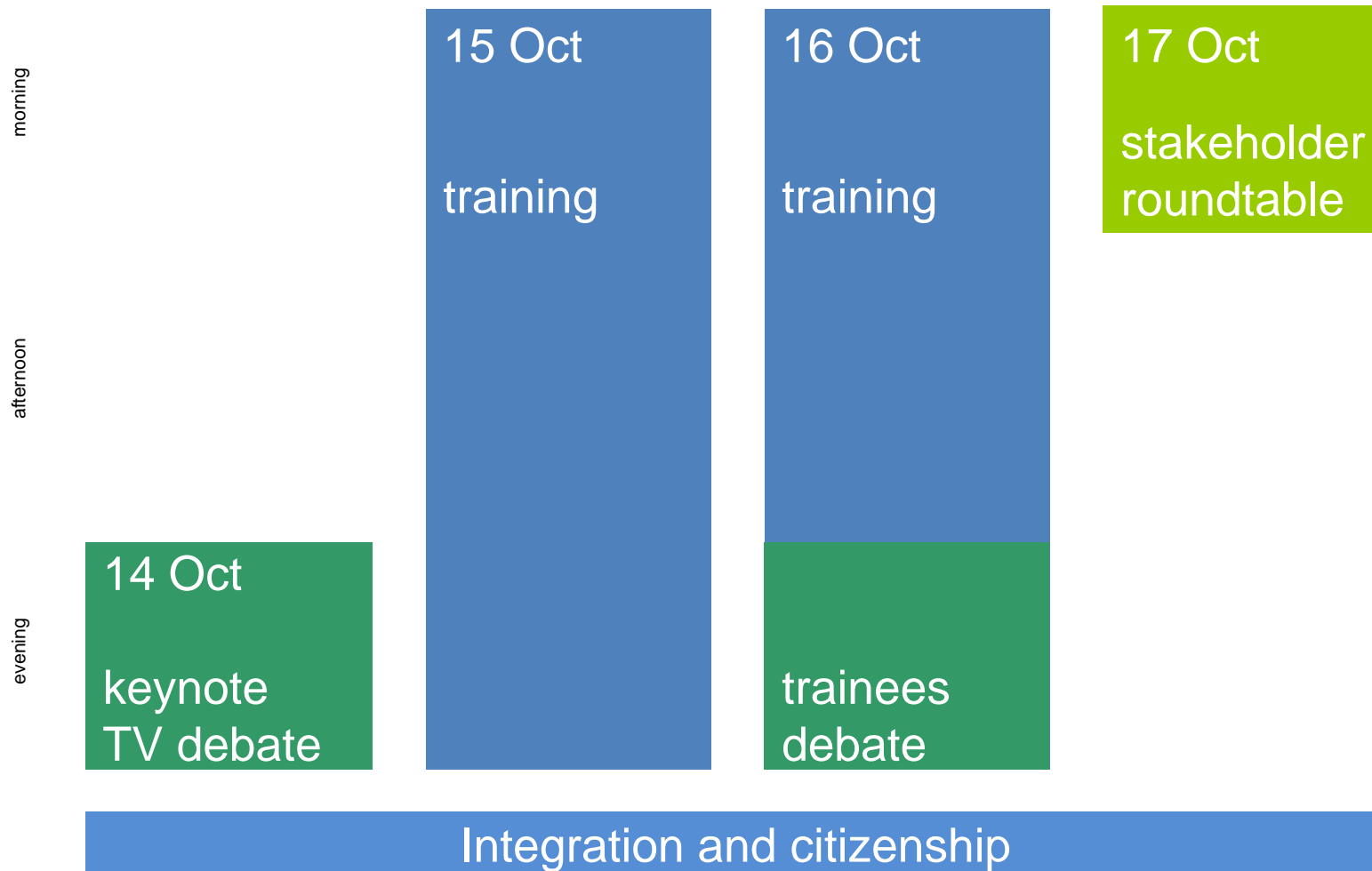
forecasting and scenario specialist (government, corporate)

with the special participation of Max Atkinson

former Fellow of Oxford; White House and UK politicians' consultant on speaker training and speech writing; coached a novice to win a standing ovation at a political conference

40 trainees only

in 4 small groups



Improvement of presentation skills

Improvement of debating skills

High-quality training at sponsored cost

Networking opportunity

Positive impact on society

Media exposure and product placement

Brand association with positive values and quality

Corporate citizenship action

Networking and contacts with decision-makers

Access to high-quality training

> taking part in establishing an Academy of reference

Euronews

8 minute televised debate in preparation with the Academy
1st international news channel in Europe
300 million households audience in 150 countries



OLAI

public authorities
coordination of topic and forecasts



BGL-BNP-Paribas



Chambre de Commerce



Sales-Lentz



University of Luxembourg



Partners - overview

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In a nutshell

JCI Luxembourg Public speaking and Debating Academy

14-17 October 2010

improve argumentation and communication skills

network with decision-makers, increase brand and media exposure

promote positive impact on society

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